

## VALUE CHAIN CONCEPT ON STRATEGIC CSR PROGRAM: A Case Study of Martha Tilaar Group

Dianne Frisko  
[dianne@ubaya.ac.id](mailto:dianne@ubaya.ac.id)

### Abstract

*In response to the business ethics and most demand raise from stakeholder, companies conduct it social responsibility program in such ways. This condition has created prominent growth of Corporate Social Responsibility (CSR) in business sectors for the last decade. Refer to CSR development, companies might categorized doing charity, community development, or strategic CSR while conduct their social program. This study aim to capture the way company perform their CSR' program in strategic way using pattern of value chain concept. As qualitative research, this case study explores a big cosmetics company in Indonesia. Data collection was done through depth interviews, observations, and document analysis. This study conveys, that company has exercised value chain concept as framework to execute CSR program strategically. The case expresses that benefit doing socially responsible in strategic way, could in line with sustainable profit generated by company.*

*Keywords: Corporate Social Responsibility, Value Chain, Strategic CSR*

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